

WEEKLY REVIEW

¶ The Business Man
who does not advertise
because he tried it once
and failed, should throw
away his cigar because
the light went out.

The Weekly Review



Published in the Interest of the Sales Department of the Gerlach-Barklow Co.

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WEEK ENDING, AUG. 7th

The week ending August 7th was a week of abnormally hot weather in many sections of the country. In spite of that fact, as was hinted in last week's Review, the Gerlach-Barklow sales force has made a splendid record. Figuring on the per cent basis, the gain is not up to that of week ending last July, though the actual amount of business is quite a little more than for that week. Furthermore, the total for the week exceeds that for any week since charter week, and the total number of orders received is greater than for any week since charter week. The actual gain in sales over the corresponding week of last year is just about sixty per cent.

This record following, as it does, the record of over 100% for the previous week, looks mighty good. It shows that the G.-B. salesmen who are putting forth their best efforts are obtaining results. It shows what can be done. If every man on the force were doing as well as the men who are making this record, we would do a very much larger business.

Even as it is, we are now going at a clip which will mean a gain on anywhere around 75% for the entire month of August. That's what we have set our hearts on, and we don't believe you are going to disappoint us.

At the first of the year we set a mark for our 1909 business. We are approaching that mark at a rapid pace; a pace, which if kept up, will enable us to pass the mark long before December 31st. But we are perfectly willing to move the mark up a few notches higher. Don't you worry about our being able to take care of the business. While there are a few odds and ends remaining to be done around the new

factory, so far as the plant itself is concerned, it is finished. There will be no more delays in the manufacturing department. We are prepared to work to our full capacity from now until January 1st, and if our present full capacity will not take care of the business, we are in a position to very quickly increase that capacity.

We have said it before, but we want to say it again, the Gerlach-Barklow Company is the most successful concern of its kind in the world, and we don't say it boastingly either. What we want to do is to impress the fact upon you salesmen so strongly that you will in turn impress it upon your prospective customers.

Did you ever stop to commune with yourself following an interview with a prospective customer in this wise: "Does the Gerlach-Barklow Company count for more with this man than they did before I saw him?" Has your personality so impressed itself upon the buyer that he has a better opinion of your house than he did before? The question is answered in the affirmative if you get his order. It may still be answered in the affirmative if you left a good impression, an impression that will wear until you call again.

The buyer naturally associates the house with the salesman. In fact many an order for calendars, as well as other lines of goods, is placed wholly on the strength of the personality of the salesman. In this you will see that the salesman has a very large responsibility, not only as far as his own success is concerned, but also in the success of his house. We wish every salesman on the force could leave behind

him such an impression as was left by Mr. Beelman, in the case referred to elsewhere in this issue. There is no question but that the G.-B. Co. was very favorably impressed upon the mind of this buyer.

Unfortunately, there is an occasional salesman who will canvas a town and leave so slight an impression behind him that if we were to have another representative go over the same ground a month later, not one in three would even remember that a representative of the G.-B. Co. had called on him before. A successful calendar salesman in discussing the subject, said he always made it a point to canvass a man so that he would know he had been canvassed before he got through with him. This particular salesman would go to the point of making a prospective buyer angry rather than he should leave no impression whatever, and trust to the future to make it up with him. He would never permit himself to be turned down entirely. He at least told his story, that is providing he considered the prospective customer worth spending his time on.

One way you can leave the right kind of an impression is to emphasize the success of the

Company you represent, even if the customer has bought have an excuse that you want him to know you and your house so that he will remember you in the future. Incidentally, don't forget that many a man who has placed an order, can again be sold, if you go at him in the right way. You have several ways to do it. One, with your Jumbo hanger; another with your dainty De Luxe mount for the ladies, and still another with your mailing cards and blotters. Don't forget that you have one of the strongest lines of this kind of advertising that has ever been put out. Use a regular advertising service. Make it up if you can, but copy if you can't.

We are inclined to think that the hottest weather of the season is over, and by the time this copy of the Review reaches you, we will have begun the pleasantest season of the year, a season when it should be a positive pleasure to travel and do business. We trust that you will all pull together for your own credit as well as for the credit of your house, and make the last few months of the year show a steady increase of from 50 to 100 per cent.

REVIEW OF THE WEEK

Mr. Reilly leads the sales force for the week. The increase of \$720.00 on a large order which we announced on the cover of the Review in the last issue, added to his other business for the week gives him a splendid total. Besides the other business that Mr. Reilly wrote in addition to the \$720.00 order he had two subject-to-countermand orders pass the critical point, which amounted to over \$100.00.

Mr. Shepard stands number two for the week. He wrote two good orders during the week, one amounting to \$268.00, the other to \$281.00.

Mr. Carter stands number three. He wrote business every day, and a total of 14 orders. Besides this he had one subject-to-countermand order pass which amounted to \$57.00.

His best business was written on Monday, four orders amounting to \$101.00; Tuesday he wrote two orders; Wednesday two orders. In fact he wrote two orders each day of the week with the exception of Monday. This is certainly a mighty fine record.

Mr. Marks stands number four. His best work was on Tuesday when he wrote two orders amounting to \$174.00. He also had two orders Saturday amounting to close onto \$100.00. He wrote one order on Friday, and had a subject-to-countermand order pass during the week, which helps out his total.

Mr. Shimmin follows with a perfect week. He wrote one order on Monday; three each on Tuesday and Wednesday, and one each on

Thursday, Friday and Saturday. His best order was on Friday amounting to \$110.00.

Mr. Woodman follows with a total not far behind that reported for Mr. Shimmin. He wrote seven orders, five of which he secured on Monday and Tuesday. His best business was reported Monday, his three orders amounting to \$126.00. For Friday and Saturday he sent in blank reports.

Mr. Moore stands number seven and reports business every day but Monday, and it is noticed that Mr. Moore also has a subject-to-countermand order pass the critical point. Moore, by the way, reported nine orders, which is a pretty good week's work for this season of the year.

Mr. Fadely stands number eight. His best order was written on Wednesday and amounts to \$205.00.

Mr. S. L. Smith stands number nine; White number ten, and Huffert number eleven, all having reported a very fair business for the week.

If the sales force can keep up the gait at which they have started off, there is absolutely no question but that August will exceed July. The second week of August points to being a good week. While it may not run as large as the first week, it certainly is going to show an increase of nearly 100 per cent over the corresponding week of last year.

Number of Orders.

Mr. Carter leads the force with the largest number of orders booked for the week. He reports a total of 14 which is certainly a mighty fine showing. Mr. Shimmin follows with a perfect week and ten orders. Mr. Moore follows with nine orders. Mr. Cies and Mr. Henaghan tie for fourth place with eight orders each. Messrs. H. B. McDonald, S. L. Smith and Woodman tie for fifth place, with seven orders each. Four salesmen tie for sixth place, with a total of six orders, viz: Messrs. Graves, Huffert, Marks and Thompson. Several are tied for seventh place with five orders each, viz: Messrs. Bowles, Conkling, A. E. Gerlach, Parks, Publow and Saxton.

By the way the week shows the largest number of orders booked for any week since charter week, which ended June 26th. We

have maintained right along that there was going to be a good business in August, and that every man who would get out and hustle would be able to pick up some nice business. The first week's work of the sales force for August, and reports for the second week as far as they go, show that a splendid business is to be picked up. We would suggest that every man make an effort to get his share.

Days' Business.

Mr. Carter and Mr. Shimmin both report perfect weeks. Messrs. A. E. Gerlach, H. B. McDonald, Moore and Parks report business for five days. The names of those who closed business on four days of the week follow: Messrs. Bowles, Cies, Graves, Huffert, McCully, S. L. Smith, Thompson and Woodman.

While the sales for the first week of August are larger than the preceeding week, at the same time the showing under this heading is not quite as good. This of course, can be accounted for by the fact that more men wrote a fair business, and a larger number of orders were booked during the week, than any week since charter week, as previously stated. Altogether the showing is satisfactory. At the same time we believe that if the sales force as a whole made an effort, business could be reported with greater regularity by a larger number of men.

LEFT-OVERS WITHDRAW

HANGERS

- 391 Pride of Kentucky
494 Christmas Morning

CARD BOARD

- 2396 The Driving Girl
2195 The First Lesson

⌚ No further orders for these subjects
will be accepted.

NEWS FROM THE FIELD

A Boquet for Mr. Beelman

Mr. Beelman called on one of the largest concerns in their particular line in the Northwest not long ago, as a matter of fact made several calls, and finally got the opportunity of figuring on a special Calendar such as these people use every year. In due course of time we made an estimate, which apparently was slightly higher than the quotation of one of our competitors. At the same time the order came to us by mail, and accompanying it was the following letter:

"You may proceed with the work on Six Thousand Calendars as per your specifications, given in your estimate dated Aug. 14th. Before completing the quantity, kindly send us a finished sample.

"Permit us to speak a kind word for your Mr. Beelman. Both Mr. and the writer have found him a gentleman and a man of his word at all times. Punctuality is certainly most essential in a salesman and helps wonderfully to create a favorable impression of the house he represents.

"The difference in estimate between your house and the others was very little, but the favorable impression your Mr. Beelman made on us every time he came in here, prompted the writer to give the order to The Gerlach-Barklow Co. It certainly goes to show that you are steadily forging to the front, and the rapid progress you have made clearly shows that your goods possess merit.

"We most heartily wish you all the success there is, for you are certainly worthy of it."

This is not the first time that we have heard that Mr. Beelman is making a splendid impression on his trade, and there is absolutely no question but that in due course of time he will have worked up for himself and the G.-B. Company a splendid business in his territory.

An Apology.

Ordinarily, the editor who has to offer an apology, is in a pretty bad way, and the writer doesn't believe in it. But there is likely to be such a marked difference in this week's Review

and its immediate predecessors that an explanation is due its faithful readers. The fact is, Mr. Switzer's wife has been away from home for several months and in his feeble efforts to look after himself during the hot weather, he just about reached the limit of physical endurance and had to quit just when it came time to get out the "copy" for this number. As a result the work devolved on the writer, who had just returned from his annual two weeks' rest. I won't say anything now on that subject but will add that as Mr. Switzer expects to leave at once for a much needed rest, you will have to put up with a couple of weeks more of this kind of dope.

Now in self-defense, (your self-defense), hadn't you better join forces with me and tell some of your experiences or give some of your ideas which you think may be of value to the other boys? I tell you, half a dozen, short, snappy letters each week, would do a lot toward making the Review a more valuable paper. Won't you "chip in?"

Mr. Ungerer Loses His Father.

We received a telegram from Mr. A. E. Ungerer some few days ago announcing the death of his father, Saturday at 9:00 P. M., August 7th. We understand that he has been failing in health for some little time. It is with exceeding regret that we make this announcement, and on behalf of the company and the sales force the Editor of the Review wishes to extend to Mr. Ungerer our deepest sympathy.

NEW MAILING CARD SERIES

The Kenyon Series of Mailing Cards goes forward by mail to address to which this copy of the Review is mailed. Without doubt this is the daintiest and most up-to-date series of subjects ever used for similar purposes and we predict an enormous sale.

We have prepared a new series of monthly talks for Banks which appears on the samples.

A new series of talks for the Drug, Tailoring and Shoe Business will be forwarded next week. PUSH THEM HARD.